



Retail Solution Guide

Give your retail strategy traction



Retail has always been a game of agility, but now changes are occurring at unprecedented speed. With our strategic guidance and intelligent platform, you can accelerate now and stay ahead of what's next.

Let's power your digital transformation across your entire retail ecosystem and optimize your customer experience.





INTRODUCTION

ELEVATE THE CUSTOMER EXPERIENCE

OPTIMIZE INVENTORY

BUILD A SMARTER OPERATION

SEE THE SOLUTIONS



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Let's Do Retail That's Right for the Times

Smart transformation is easy with Zebra



Now, You're as Connected as Your Customers

They expect instant information, hyper-convenience and fulfillment any and every way. Deliver it by making your inventories fully visible and accurate, your associates unified and focused on service, and your processes seamless and synchronized.



5 decades of retail expertise



2x the R&D of the nearest competitors



4400 patents

With Innovation at Your Side, You Adapt with Agility

When you're backed by Zebra, you're ahead of the curve. You've got a strategic partner who sets new benchmarks, so you know your solution is scalable, interoperable, sustainable and reliable. With our broad, retail-ready portfolio, every phase of your operations is covered and optimized—from the manufacturer, warehouse and distribution center to the backroom, sales floor and customer.

Welcome to Responsive and Resilient Retailing

Digitalization is no longer a trend, but an imperative track to responsiveness. Little wonder then that retailers are adopting cutting-edge technology. Here's where retailers are focusing during the next five years:



81%

Prescriptive analytics



82%

Smart checkouts



83%

Workforce management software



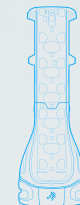
80%

Real-time store IOT platform



80%

Employee experience technologies



76%

Robotic process automation



80%

Advanced order fulfillment/management

Just ask us how we can turn your customer experience vision into reality.

Let's Elevate Your Entire Retail Value Chain



Elevate the In-Store Customer Experience

The Core of Your Success

Help your associates get it right, right away, every time to support customers and drive results. Make it easy with the retail-ready solutions that help you uncover early opportunities and take effective action. Get inventories completely visible, unify your teams, put information in their hands to accelerate tasks and free them up for higher-value work.



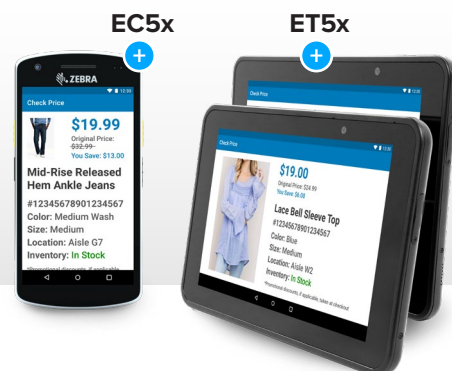
59%

of shoppers have a better experience when associates use the latest technology.*

See the solutions.

Real-time Task Manager
Keep associates productive and purposeful

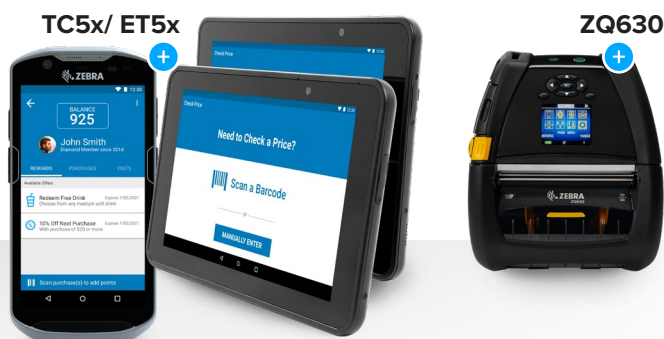
REFLEXYS



Assist Shoppers by Adding Value

Engage shoppers so they feel personally supported. From contactless or traditional checkout, mobile POS and personal shopper to curbside pick-up and everything in between, eliminate friction with spot-on information and seamless checkout. Provide in-store navigation, see inventory in real time, answer questions and resolve issues right away.

Engage shoppers where they are.



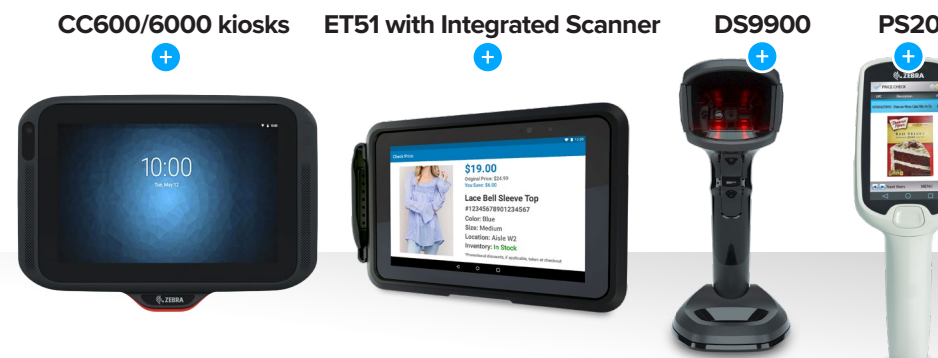
Zebra Prescriptive Analytics™
Powered by Zebra Savanna™

Zebra Workforce Connect™
Powered by Zebra Savanna™

Never Keep a Customer Waiting

Today's shoppers don't have time to waste, especially in checkout lines. In fact, 76% of shoppers say they want to get in and out of stores quickly.* Prevent lost time for customers and lost sales for you with fast and convenient check-out options. Move customers out of line and out the door quickly, feeling like they're your top priority.

See how to expedite checkout.



52%

of shoppers prefer self-checkout*

Show Customers You're Serious About Safety

Convenience is critical, and safety is a must. Give shoppers both. Offer multiple ways to shop, collect purchases and accept delivery. And, help them maintain social distance while in your stores.

Create safe, speedy checkouts.



54%

of shoppers say more retailers need to offer mobile ordering*

* 2021 Zebra Shopper Vision Study

Boost Inventory Accuracy and Order Fulfillment

Get Inventory Under Control, Visible and Available

Shoppers want access to the right stock, right away in your store. Or, they want instant, flawless fulfillment of online orders. Deliver it. It's easy when you know your inventory, in real time, every step of the way.

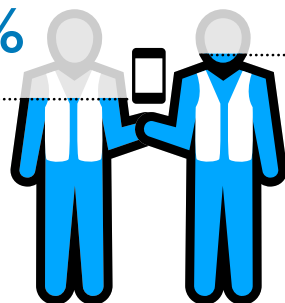
Know your inventory.



Zebra **SmartCount**[™]
Zebra **Prescriptive Analytics**[™]
Powered by Zebra Savanna[™]

79%

of retail associates agree real-time inventory visibility would help them provide a better customer experience



83%

of retailers agree maintaining real-time visibility of out-of-stocks is a significant challenge

Source: 2021 Zebra Shopper Vision Study



Stop Counting, Start Connecting

Free your warehouse teams and associates from lower value, repetitive tasks such as receiving and inventory counts to focus on the customer experience. Observe how shoppers interact with merchandise to offer just the right items, ideally located in your store. Connect your team wherever they are to expedite work and fulfill shopper needs quickly.

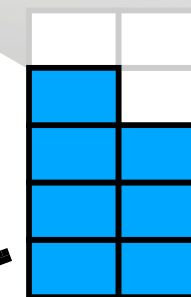
Make meaningful connections.



Zebra **Prescriptive Analytics**[™]
Powered by Zebra Savanna[™]

Zebra **SmartCount**[™]

Zebra **Workforce Connect**[™]
Powered by Zebra Savanna[™]



Traditional store inventory accuracy is below

70%

Source: Retail Vision Study, Zebra Technologies, 2019

Stock Right so They can Shop Right Away

Inventory is your largest investment and a key driver of customer satisfaction. Make it efficient. Get inbound goods recorded and quickly flowing to the shelves. Optimize returns and put aways. And, keep an eye on shelves so they're always stocked and ready to serve shoppers.

See how to get stock right.



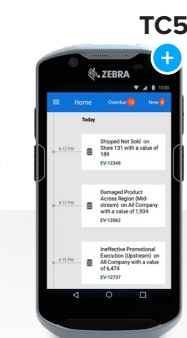
Zebra **Prescriptive Analytics**[™]
Powered by Zebra Savanna[™]

Zebra **SmartSight**[™]

Automate Inventory with Data-driven Insights

Spot trends early to fuel higher sales and build customer loyalty. Prevent stockouts by auto replenishing high-demand items and pause ordering goods that aren't moving. Increase inventory accuracy and reduce shrink with real-time location intelligence across your entire supply chain.

Gain intelligence for action.



Zebra **Prescriptive Analytics**[™]
I've-ved by Zebra Savanna[™]

FPO

Take Operational Efficiency to the Next Level with Retail-specific Tech

Make Associate Scheduling and Tasking Simple

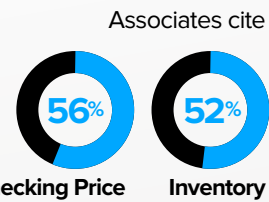
Staffing accurately can be a challenge. Store managers' time is precious. Don't waste it on tedious tasks when you can automate with intelligence. Track associate productivity and shopper habits across shifts to know who to schedule, when and where. Share prioritized task lists for teams that can be reviewed in real time to ensure completion.

Schedule smarter.

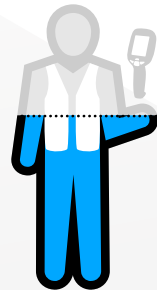


REFLEXIS

Zebra
Prescriptive Analytics™
Powered by Zebra Savanna™



as the most important and valuable uses of technology



61%

of associates view their employer more positively for providing them with mobile devices and technology

Source: 2021 Zebra Shopper Vision Study

Get Your Teams Connected to Optimize Workflows

Give store associates the technology to save steps and work smarter – connected to each other. Empower them with collaborative tools like push-to-talk, secure messaging and even voice calling. Get answers to inventory backstock questions without leaving a shopper's side. Verify missing price information by asking someone located in that department. Request cashier support without public announcements. Push notifications. There's no limit to how you can collaborate.

Get connected.



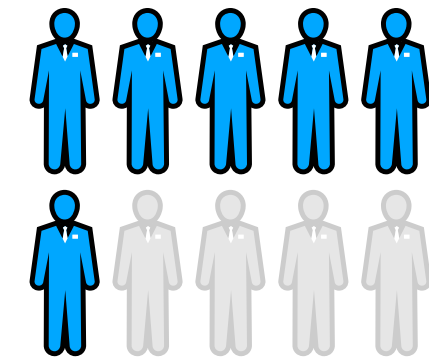
Zebra
Workforce Connect™
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Expedite the Everyday

Set your team up for success with organized equipment that's charged and ready to power their workday. Receive and verify inventory without opening the box. Print price labels and tags at the point of application. Verify inventory with a touch. Complete transactions anywhere in the store. Check off to-do lists faster to spend more time engaging with shoppers.

Implement smart shortcuts.



Six-in-ten

retail executives say the pandemic accelerated technology spending plans

Source: 2021 Zebra Shopper Vision Study

Prioritize In-store Safety

Shoppers are seriously focused on safety, but so are retail associates. Associates show the highest level of concern about exposure to others*. Offer solutions that create the space to socially distance. Allow guests to self-verify pricing as they shop. Adopt long-range and customer-facing scanning to minimize close contact. And, let shoppers complete the sale with mobile and self-checkout options.

Support safer shopping.



*LinkedIn Workforce Confidence Index research, June 2020

Let's Power Loyalty and Bigger Sales with the Right Solutions to Keep you Ahead

Leverage the industry's only end-to-end portfolio of solutions, specifically designed for retail.

Mobile Computers



EC5x Enterprise Mobile Computer
Improve worker productivity and collaboration with the first individually assigned enterprise mobile computer that's sleek, durable and designed like a smartphone.



TC21/26 Touch Computer
Add affordable, business-class mobile computers that offer durability and right-sized connectivity options.



TC5x Series Touch Computer
Advanced, rugged touch computing with Zebra-only features for reliable everyday operation today and tomorrow.



TC7x Series Touch Computer
The ultimate in rugged enterprise-class all touch computing with a smartphone experience that's engineered for maximum simplicity and years of toughest use.



TC8300 Touch Computer
Provide the ultimate user experience with the revolutionary enterprise touch computer that's designed to boost productivity and reduce user fatigue.



PS20 Personal Shopper Series
Let your retail customers scan as they shop to enhance their experience and increase their loyalty and basket size.



MC9300 Mobile Computer
The ultimate Android ultra-rugged mobile computer with multiple models that are engineered to perform anywhere – including the freezer.



HD4000 Enterprise Head-mounted Display
Boost task efficiency and accuracy with this rugged and lightweight head-mounted display that fits comfortably on a worker's safety glasses.



WT6300 Wearable Computer
Empower your pickers and sorters to handle it all with ease with hands-free mobility.



RS5100 Single Finger Bluetooth Ring Scanner
Increase productivity with the featherweight and rugged hands-free barcode scanner that offers flexible wearing styles and trigger options.



CC6000 Customer Concierge Kiosk
Engage customers for the ultimate shopping and service experience via interactive kiosks for a seamless retail experience.

Kiosk

Tablets



ET5x Rugged Tablets
Power your day with the surprisingly thin yet rugged versatile tablet. Tailor for your team with Windows® or Android™, an integrated 1D/2D barcode scanner and ecosystem of accessories.

Printers



ZQ600 Series Mobile Printers
Print high-quality labels and receipts wherever you work to save time and increase accuracy. Power your day with premium features and battery life.



ZQ630 RFID Mobile Printer
Print and encode RFID tags and labels when and where you need them. See status in color and change media in a snap.



ZD400 Series Desktop Printers
Advance your workflows with the versatile 4-inch printer that offers high print quality, portability and intuitive media loading.

RFID



RFD8500 Handheld RFID/1D/2D Sled
Add high-performance next generation RFID and 1D/2D barcode scanning to the mobile devices of today and tomorrow with the Zebra RFD8500 handheld RFID reader.



MC3300x Mobile Computer
Unmatched versatility and flexibility for easy, advanced Android mobile computing.



FX9600 Fixed RFID Reader
The industrial FX9600 Fixed RFID reader is designed for high volume, high density and high-throughput warehouse and distribution applications.



FX7500 Fixed RFID Reader
Get fast and accurate read rates consistently, no matter the conditions.

Scanners



DS8100 Series Corded and Cordless Handheld 1D/2D Imager
Rise above conventional imagers to deliver unprecedented scanning performance on virtually every 1D and 2D barcode.



MP7000 Multi-plane 1D/2D Scanner
Meet the demands of your highest-volume, point-of-sale lanes with the in-counter barcode scanner and bioptic imager.



DS9900 Corded Hybrid Imager
Give shoppers the checkout experience they expect – short lines, a speedy transaction and attentive service – with the hybrid handheld and hands-free scanner for maximum flexibility.



Add DS9300 Series 1D/2D Presentation Scanners
Scan everything with the best-in-class, little presentation scanner with big functionality that's built for all-day reliability.



CS6080 Series Companion Scanner
Convert between corded and cordless, handheld and hands-free operation. Tuck it in a pocket and enable mobility wherever it's needed.

Software and Solutions

Zebra Workforce Connect™
Powered by Zebra Savanna™

Unite your teams with easy, instant communication and ensure information flows freely with the complete unified communications platform.

Zebra Prescriptive Analytics™
Powered by Zebra Savanna™

Uncover, understand and act on your data to fix issues in the moment. This solution analyzes data patterns (or patterns in data) to identify anomalies and opportunities for improvement, then sends easy to understand prescriptive action directly to an appropriate stakeholder telling them how to respond. (ZPA also uncovers good patterns to replicate...)

REFLEXIS™

Drive improvement using insights to assign tasks and prioritize associates' actions, tracking to completion. Simplify scheduling, timekeeping and employee access.

Zebra SmartCount™

Have the right products in the right stores at the right time. Gain real-time inventory visibility, greater inventory accuracy and significant savings.

Zebra SmartSight™

Use intelligent automation to spot shelf issues, reveal prescriptive ways to resolve them, liberate your workers from repetitive tasks and transform your operations to raise sales and customer satisfaction.

For a complete portfolio of products and solutions, please visit www.zebra.com/products

**Not available in all regions.

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Let's Do Retail That's Right for the Times

With the Right Solutions from Zebra

Wherever you are on your retail journey, trust Zebra to help you elevate the customer experience, get inventory accurately visible and boost operational efficiency. With more than 50 years of industry-leading retail innovation, put our expertise to work for you.

You've got this. You've got Zebra.



Get started today
www.zebra.com/retail



NA and Corporate Headquarters
+1 800 423 0442
inquiry4@zebra.com

Asia-Pacific Headquarters
+65 6858 0722
contact.apac@zebra.com

EMEA Headquarters
zebra.com/locations
contact.emea@zebra.com

Latin America Headquarters
+1 866 230 9494
la.contactme@zebra.com

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